



WFLX

## ORDER

Print Date 11/02/12 Page 1 of 4

Flight Dates 10/30/12-11/05/12

Contract / Revision 842326 /

Original Date / Revision  
10/26/12 11/02/12

Advertiser House Majority PAC

Agency Waterfront Strategies

Buying Contact

3050 K Street NW  
Washington, DC 20007

## Product

House Majority PAC

Agency Com 15%

## Billing Contact

3050 K Street NW  
Washington, DC 20007

Sales Office H-DC

Sales Region National

## Agency Ref

Order Sep 00:30:00

Estimate # 2255

Alt Order # 06398130

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 1

## Advertiser Ref

Primary Account Executive  
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	61	\$26,112.00	\$30,720.00	0.00	10/29/12	11/05/12	61	\$26,112.00	\$30,720.00
Totals	61	\$26,112.00	\$30,720.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	10/30/12	11/02/12	MAURY 10A MAURY POVICH	Comm	10-11A	-TWTF--	:30	3	\$145.00	P 2	0.00	NM	3	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		3				\$145.00		0.00			
E 2	WFLX	10/30/12	11/02/12	TMZ TMZ	Comm	1130P-12A	-TWTF--	:30	2	\$145.00	P 2	0.00	NM	2	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		2				\$145.00		0.00			
E 3	WFLX	10/30/12	11/02/12	WENDY 2P WENDY WILLIAMS	Comm	2-3P	-TWTF--	:30	2	\$85.00	P 2	0.00	NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WFLX

Print Date: 11/02/12

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Contract / Revision

842326

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 10/26/12/ 11/02/12

Order Sep 00:30:00

Advertiser House Majority PAC

Product House Majority PAC

Estimate # 2255

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 15	WFLX	10/30/12	11/04/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-TWTFSS	:30	6	\$1,085.00	P 1	0.00 NM	6	\$6,510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTFSS			6		\$1,085.00		0.00			
E 16	WFLX	10/30/12	10/30/12	TUE 8-830P RAISING HOPE	Comm	8-830P	-1-----	:30	1	\$1,085.00	P 2	0.00 NM	1	\$1,085.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----			1		\$1,085.00		0.00			
E 17	WFLX	10/30/12	10/30/12	TUE 930-10P MINDY PROJECT	Comm	930-10P	-1-----	:30	1	\$1,085.00	P 2	0.00 NM	1	\$1,085.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----			1		\$1,085.00		0.00			
E 18	WFLX	10/31/12	10/31/12	Wed Hour 1 X-FACTOR	Comm	8-10P	--2----	:30	2	\$2,585.00	P 1	0.00 NM	1	\$2,585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--2----			2		\$2,585.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
2		WFLX	10/29/12-11/04/12	Wed Hour 1			8-10P		--W-----	:30	<del>(\$2,585.00)</del>	0.00	NM	
Credited [CR-No Avails]														
E 19	WFLX	11/05/12	11/05/12	MAURY 10A MAURY POVICH	Comm	10-11A	1-----	:30	1	\$145.00	P 2	0.00 NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----			1		\$145.00		0.00			
E 20	WFLX	11/05/12	11/05/12	TMZ TMZ	Comm	1130P-12A	1-----	:30	1	\$145.00	P 2	0.00 NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----			1		\$145.00		0.00			
E 21	WFLX	11/05/12	11/05/12	WENDY 2P WENDY WILLIAMS	Comm	2-3P	1-----	:30	1	\$85.00	P 2	0.00 NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----			1		\$85.00		0.00			
E 22	WFLX	11/05/12	11/05/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	1-----	:30	1	\$145.00	P 1	0.00 NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----			1		\$145.00		0.00			
E 23	WFLX	11/05/12	11/05/12	EXTRA EXTRA	Comm	430-5P	1-----	:30	1	\$115.00	P 2	0.00 NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----			1		\$115.00		0.00			
E 24	WFLX	11/05/12	11/05/12	RICKI RICKI	Comm	5-6P	1-----	:30	1	\$115.00	P 2	0.00 NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----			1		\$115.00		0.00			
E 25	WFLX	11/05/12	11/05/12	RAYMOND RAYMOND	Comm	6-630P	1-----	:30	1	\$115.00	P 2	0.00 NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----			1		\$115.00		0.00			
E 26	WFLX	11/05/12	11/05/12	STEVE HARVEY STEVE HARVEY	Comm	6-7A	1-----	:30	1	\$60.00	P 2	0.00 NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; font-family: cursive;">WFLX, West Palm Bch, FL</span>	<b>Date:</b> <span style="font-size: 1.2em; font-family: cursive;">9.20</span>
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I, Laura Bassett  
do hereby request station time concerning the following issue:

House Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<span style="font-size: 2em; font-family: cursive;">AS ORDERED</span> <span style="font-size: 1.5em; font-family: cursive; color: blue;">WFLX # 842326</span>					

**Total Charges:** 26112 ~ net

This broadcast time will be used by: House Majority PAC

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**
                         
 ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

House Majority PAC  
 1025 Thomas Jefferson St. NW  
 Washington, DC 20007

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Shannon Roche  
Deputy Director

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7/17/2012      [Signature]      (202) 350-5782  
 Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted                      ☐ Accepted in Part                      ☐ Rejected  
[Signature]                      John H. Swann                      GM  
 Signature                      Printed Name                      Title



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	John Heislman	<b>STATION:</b>	WFLX
<b>FROM:</b>	Will Hildebrandt	<b>HRP OFFICE:</b>	WASHINGTON, DC

**REQUEST RECEIVED FROM**

**DATE:** 9/27/12

<b>BUYER:</b>	Shira Levy
<b>AGENCY:</b>	Waterfront Strategies
<b>ADDRESS:</b>	1010 Wisconsin Avenue, Suite 800, Washington, DC 20007
<b>PHONE #:</b>	(202) 338-8700
<b>FAX #:</b>	(202) 338-2334
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	House Majority PAC
<b>CHAIRPERSON:</b>	Shannon Roche - DEPUTY DIRECTOR
<b>TREASURER:</b>	Candace Bryan Abbey
<b>ADDRESS:</b>	700 13 <sup>th</sup> Street NW Suite 600 Washington DC 20005
<b>PHONE #:</b>	
<b>FAX #:</b>	
<b>OTHER:</b>	

**FOR**

<b>ISSUE:</b>	House Majority PAC
<b>OFFICE:</b>	
<b>PARTY:</b>	Democrat

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As ordered
<b>COMMERICAL LENGTH:</b>	:30
<b>PROGRAMS:</b>	All
<b>PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE</b>	